



**AIRbourne**<sup>®</sup>  
14 - 17 August 2025

**Experiential  
Campaigns &  
Sampling**



# first class event in a first class destination



The award-winning FREE Eastbourne International Airshow returns in August to Eastbourne's iconic seafront with four days of fantastic flying and packed ground displays.

This popular show returns for its 31st year in 2025, featuring the very best in military and civilian flying displays, including some of the world's top aerobatic formation teams, as well as a military zone, interactive displays, rides and entertainment beaches.

Boasting a two-mile flying display line along Eastbourne's stunning seafront, Airbourne features excellent brand awareness opportunities with a big screen on the beach, live streaming, corporate hospitality, an on site Radio Station and regularly welcomes live TV outside broadcasts.

Attracting crowds of 750,000+ over four days from London and the south east, plus an extensive global online audience, Airbourne has worked with a wealth of brand partners and exhibitors including headline sponsor Ginsters, and experiential displays by Rowse Honey, Boundless and LEGO® Bright Bricks.



# Big Event, Big Personality



Eastbourne International Airshow is set to dazzle huge crowds with breath-taking aerial performances, top entertainment, inspiring ground displays and a spectacular firework finale.





# Look Who's Talking

A great family day out at a premier seaside destination, Eastbourne International Airshow attracts over 750,000+ visitors ABC1, C2 and D of all ages but particularly families and empty nester markets with a mix of residents and visitors across the South East, UK and overseas.







Get noticed

**Our award-winning airshow is the perfect way to get your brand noticed.**

**Exposure** - With one of the most prestigious events in the South East which has been running for 30+ years

**Awareness** - Get your brand in front of our 750k+ audience who attend the event with additional reach through press, radio and tv coverage.

**Profile** - On [eastbourneairshow.co.uk](http://eastbourneairshow.co.uk) which has 620,000+ page views and 240,000+ users annually

**Showcase** - Your brand to our 55,000+ social media followers

**Engagement** - Generate new leads and speak to potential new customers in person

**Enjoy** - Branding on our website, social media profiles, print promotion, press and outdoor media





# Get noticed

Experiential Sampling spaces up to 80 x 50m available

The Airshow is a great event to provide superb exposure for your clients and their products for up to 750,000+ visitors

Previous sampling includes

**HARIBO** logic.

**Nintendo**®

**GINSTERS**®

★ **Heineken**®

since 1938  
**Rowse**  
Honey

**TRANSFORMERS**

Get in touch and let us know the space you require to facilitate your campaign and the type of activity for a quick quote -

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